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HIT Policy Committee

Information Exchange Meeting on e-Prescribing

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ePrescribing Today: Adoption Successes & Challenges, Part I

- *Harry Totonis, CEO, Surescripts*
- *Peter N. Kaufman, DrFirst*
- *Kim Dunn, University of Texas Health Science Center at Houston*
- *Steven Fox, BCBS of Massachusetts*
- *Baeteena Black, Tennessee Pharmacists Association*

Harry Totonis is the president and chief executive officer of Surescripts. An executive with extensive experience in information services and a track record of running successful network-based businesses, Totonis joined Surescripts in March of 2009.

Prior to Surescripts, Mr. Totonis was head of Advisors Services at MasterCard, the professional and information services arm of MasterCard Worldwide. While at MasterCard, he expanded the company into decision analytics and information-based products. He was responsible for a global team that spanned business development and sales, product innovation, technology development and customer delivery. During his tenure, he developed and executed the strategy for Advisors Services' and MasterCard's information and analytics services – a board level initiative – while expanding service offerings and streamlining operations. This resulted in significant overall revenue growth and substantial increases to revenue and net income per employee for Advisors Services. Mr. Totonis earned an undergraduate degree in computer science from The Ohio State University and an MBA in finance from Fisher College.

Peter N. Kaufman, M.D. is the Chief Medical Officer at Dr. First. Initially schooled at MIT, he developed a strong interest in medical informatics while on the faculty at Bowman Gray School of Medicine (Wake Forest University) in the late 1980s. Dr. Kaufman continued working within this area even after entering private practice in 1989, and he founded PiNK software in 1996 to produce electronic medical records software. He has lectured nationally on computers in medicine, electronic medical records, the Internet and medical practice, and high-tech medicine. In 1999, he joined the founders of DrFirst to establish the eHealth start-up, and remains Chief Medical Officer at DrFirst. He is a board certified gastroenterologist and continues a limited clinical practice. Dr. Kaufman is the American Gastroenterology Association's (AGA)

representative to the Physicians Electronic Health Record Consortium (PEHRC) and Secretary to that organization, and also represents the AGA as a delegate to the American Medical Association. He participates on both the CCHIT stand-alone ePrescribing and HIMSS ePrescribing workgroups. In the past, he chaired the AGA Computer and Technology Advisory Board, and was a member of the AMA's e-Medicine Advisory Committee. He appeared on the Today show in the spring of 2000 speaking on patient use of the Internet for medical information.

Kim Dunn, M.D., Ph.D. is a practicing general internist who serves on the faculty at the School of Health Information Sciences (SHIS). She is the Executive Director of the proposed Texas Gulf Coast Regional Extension Center which is currently under review at ONC. She has established broad collaborations across the State of Texas for its Regional Extension Center and Health Information Exchange initiatives, including more than ten HIT vendors, professional societies, hospitals and clinics, quality improvement organizations, and other proposed Regional Extension Centers across Center. She is an ideal person in charge of the Dissemination Core for its activities of transferring research findings into practice. Dr. Dunn leads the HealthQuilt project, an open source HIE model. She founded Your Doctor Program, L.P. to support a medical home model for accountability in healthcare using a quality management program, telecommunications, and sustainable financial models. This project is funded by a recent NIH RC1 grant. She also serves as Vice-President of the Schull Institute, a non-profit organization to mentor future leaders to improve healthcare for vulnerable populations. Prior to joining the SHIS faculty, she was Vice Chair of Internal Medicine at UTMB and played a leading role in developing the telemedicine program and outcomes management program for the Texas Prison System. She was recognized by UTMB for these efforts by receiving the first Mustard Seed Award for clinically based research at UTMB for her work in establishing outcomes management for the Texas Prison System. She received the prestigious John P. McGovern Teaching Award in 2006 and an accommodation for Meritorious Service for her leadership as Associate Dean for Academic Affairs from 2004-2006.

Steven Fox is the Vice President of Network Management and Contract Operations in the Health Care Services Division of Blue Cross Blue Shield of Massachusetts (BCBSMA). In this role, Steve manages relationships between BCBSMA and its network of more than 40,000 clinicians, 73 hospitals, and 24,000 ancillary and behavioral health providers. Steve's area is charged with developing the infrastructure and management of BCBSMA provider incentive programs, tiered networks, and innovative contracting designs, including the Alternative Quality Contract (AQC).

Steve also leads the eHealth Innovation area at BCBSMA. Steve is an industry leader on payer health information technology efforts, including electronic prescribing, and has spoken locally and nationally on these subjects. Through Steve's leadership, BCBSMA was instrumental in founding and leading the Massachusetts eRx Collaborative, a statewide multi-payer and vendor effort to drive adoption of electronic prescribing to reduce medication errors and increase efficiency. The Collaborative's industry-leading efforts have led to Massachusetts' position as the leading user of e-prescribing nationwide in 2006, 2007, and 2008, as recognized by its receipt of the *Safe-Rx Award*. Steve has also been responsible for leading BCBSMA's efforts to join with Google as the first health insurer in the nation to participate in the Google Health™ Personal Health Record.

On behalf of BCBSMA, Steve was appointed by Massachusetts Governor Deval Patrick to a special commission on health care policy and regulation. Steve participates in several policy and advisory groups with the Blue Cross Blue Shield Association in Chicago. Locally, Steve sits on non-profit boards at the Massachusetts eHealth Collaborative and the Massachusetts Health Data Consortium. In 2009, Steve was elected President of the Board at the Boston-based Children's Investment Fund.

Steve has a B.S. in Communication from the University of Miami and has completed numerous Post Graduate training programs focusing on Business Strategy Development and Management. He has been with BCBSMA since 1991.

Baeteena Black, D.Ph., is the Executive Director of the Tennessee Pharmacists Association, a position she has held since September 1, 1994. Dr. Black is a second generation pharmacist. She received her B.S. in Pharmacy from the University of Tennessee College of Pharmacy. Prior to returning to Tennessee in 1994 to become TPA's Executive Director, she was the Director of Pharmacy Affairs and State Health Services for G. D. Searle in Chicago, Illinois. Her practice experience includes long term care pharmacy and community pharmacy. She is currently serving as President of the National Alliance of State Pharmacy Associations.

Baeteena has been active in local, state and national pharmacy organizations throughout her career having served as TPA President in 1988-89 and President of the UT College of Pharmacy Alumni Association in 1983-1984. She has received numerous awards and recognitions for her service to the pharmacy profession.

The Tennessee Pharmacists Association is a not-for-profit state professional association whose membership consists of pharmacists and pharmacy technicians from all practice settings, including community, health-system and long term care, as well as student pharmacists from Tennessee's five colleges of pharmacy. TPA represents the profession of pharmacy as an integral part of the health care system in efforts to improve the quality of patient outcomes related to the medication use process.

ePrescribing Today: Adoption Successes & Challenges, *Part I*

- *Casey Kozlowski, Walgreen's Chain Pharmacy*
- *Virginia Halsey, First Data Bank*
- *Jessica Kahn, Centers for Medicare & Medicaid Services*
- *Jacob Reider, MD, CMIO, Allscripts*

Casey Kozlowski, RPh, MBA, is the Manager of Health Care Automation and Technology for Walgreens. She has been actively involved in the advancement and implementation of eRx and other Health Information Technology for the Walgreen Company since 2005. Casey received her Bachelors Degree in Pharmacy from Purdue University in 2001 & her MBA from the University of Phoenix in 2004. She has been with Walgreen's since 1997 and has held many community pharmacy roles, such as Pharmacy Technician, Staff Pharmacist, Pharmacy Manager and Store Manager.

Jessica Kahn, MPH serves as a Technical Director for Health IT in the Center for Medicaid and State Operations, Centers for Medicare & Medicaid Services. Her role involves HIT/E policy development, Federal coordination and oversight of States' implementation of the HITECH EHR Incentive Program. She serves as the Project Officer for the HIT-focused Medicaid Transformation Grants and leads the CHIPRA-funded project to develop a model pediatric EHR format, in partnership with AHRQ. She has 17 years of experience in state and federal government, having worked domestically and internationally as both a civil servant and contractor. She has a Masters in Public Health from Tulane School of Public Health and served in the US Peace Corps in West Africa.

Jacob Reider, M.D. is a family physician from Slingerlands, N.Y., where he practices family medicine part-time, in addition to his primary role as chief medical informatics officer for Allscripts-Misys Healthcare Solutions. He has 15 years of experience in health care information technology with a special interest in user experience and information portability.

A serial innovator, Dr. Reider created OnCalls.com, Medlogs.com, Momdocs.com, served as chief medical officer for Medremote.com, and is the author of docnotes.net, the longest-running medical weblog on the Internet. He is the creator of FMDRL.org (the Family Medicine Digital Resource Library) and serves as chair of the Electronic Health Records Association's Quality and Clinical Decision Support SIG – as well as the co-chair of the Acceleration Workgroup.

Dr Reider's public service includes a term as chair of the Clinical Committee of the Health Information Exchange of New York (HIxNY), a term on the Board of Trustees of The Society of Teachers of Family Medicine, and as a member of the National Quality Forum's Health Information Technology Expert Panel's Quality Data Set workgroup. He formerly served as associate dean of biomedical informatics at Albany Medical College, where he continues to teach on an adjunct basis.

ePrescribing and Meaningful Use

- *Chris Snyder, Peninsula Regional Medical Center*
- *Alex Krist, MD, American Academy of Family Physicians (member)*
- *J. Marc Overhage, Regenstrief Institute*
- *Chuck Frederick, eMD*

J. Marc Overhage, MD, PhD, is the director, Medical Informatics, at the Regenstrief Institute, Professor of Medicine at Indiana University School of Medicine, and President and CEO of the Indiana Health Information Exchange (IHIE). He has spent over 25 years developing and implementing scientific and clinical systems and evaluating their value. In collaboration with Dr. Clement McDonald, he has created an electronic patient record (called the INPC) containing data from many sources including laboratories, pharmacies and hospitals in central Indiana. The system currently connects nearly all acute care hospitals in central Indiana and includes inpatient and outpatient encounter data, laboratory results, immunization data and other selected data. In order to create a sustainable financial model, he helped create IHIE, a not-for-profit corporation. Over the last five years, he has played a significant regional and national leadership role in advancing the policy, standards, financing and implementation of health information exchange.

Dr. Overhage is also an expert in clinical decision support, including inpatient and outpatient computerized physician order entry and the underlying knowledge bases to support them.

Dr. Overhage is a member of the fellowship program's executive committee, and meets with the fellows weekly. Dr. Overhage provides mentoring for fellows' developmental projects and will aid in all efforts that require use of the Gopher workstations as the platform for the intervention and/or for obtaining data from physicians.